



# **U.S. Army 2005 MWR Leisure Needs Survey Results**

**Installation Management  
Agency  
Northwest**

# BRIEFING OUTLINE

## Installation Management Agency - Northwest

### ▮ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

### ▮ **SURVEY RESULTS**

- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

### ▮ **NEXT STEPS**

# PROJECT OVERVIEW

Installation Management Agency - Northwest

## MWR STRATEGIC BUSINESS PLANNING MODEL



# METHODOLOGY

## Installation Management Agency - Northwest

### ▮ **PROJECT SCOPE**

- 92 sites were surveyed in 2005
  - Northeast (21 sites)
  - Northwest (10 sites)
  - Southeast (13 sites)
  - Southwest (14 sites)
  - Europe (20 sites)
  - Korea (9 sites)
  - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
  - Active Duty Soldiers
  - Spouses of Active Duty Soldiers (CONUS only)
  - DA Civilians
  - Retirees (CONUS only)
- 34,123 surveys were distributed at IMA - Northwest



### ▮ **SURVEY ADMINISTRATION**

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

# METHODOLOGY

## Installation Management Agency - Northwest

### ▮ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents
- Percent IMA Northwest respondents completing survey via the Web by patron group and for all respondents:
  - Active Duty Soldiers: 58%
  - Spouses of Active Duty Soldiers: 41%
  - DA Civilians: 46%
  - Retirees: 29%
  - All Respondents: 41%

# METHODOLOGY

## Installation Management Agency - Northwest

### □ SURVEY SAMPLE

- Four population segments
  - Active Duty
  - Civilian Employees
  - Spouses of Active Duty (CONUS only)
  - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

|                        | <u>Survey<br/>Population</u> | <u>Surveys<br/>Distributed</u> | <u>Surveys<br/>Returned</u> | <u>Response<br/>Rate *</u> | <u>Confidence<br/>Interval **</u> |
|------------------------|------------------------------|--------------------------------|-----------------------------|----------------------------|-----------------------------------|
| Army:                  |                              |                                |                             |                            |                                   |
| Survey Totals          | 1,212,240                    | 249,555                        | 50,651                      | 20.91%                     | ±.43%                             |
| IMA - Northwest:       |                              |                                |                             |                            |                                   |
| Active Duty            | 101,235                      | 8,902                          | 1,212                       | 13.61%                     | ±2.80%                            |
| Spouses of Active Duty | 28,647                       | 8,115                          | 1,253                       | 15.44%                     | ±2.71%                            |
| Civilian Employees     | 40,577                       | 8,821                          | 1,930                       | 21.88%                     | ±2.18%                            |
| Retirees               | 35,722                       | 8,285                          | 2,266                       | 27.35%                     | ±1.99%                            |
| <b>Total</b>           | <b>206,181</b>               | <b>34,123</b>                  | <b>6,661</b>                | <b>19.52%</b>              | <b>±1.18%</b>                     |

\* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

\*\*A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

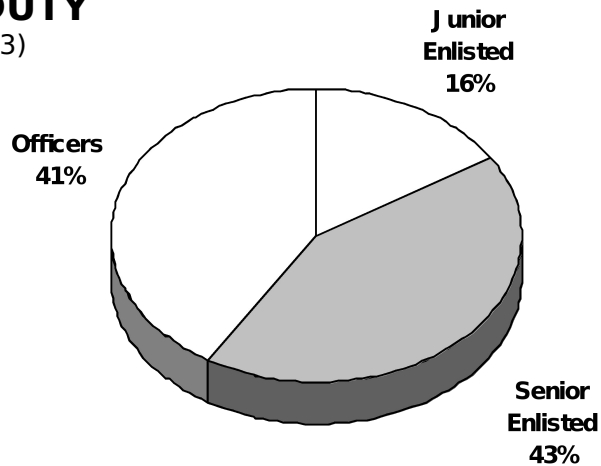
# PATRON SAMPLE\*

Installation Management Agency - Northwest

## RESPONDENT POPULATION SEGMENTS

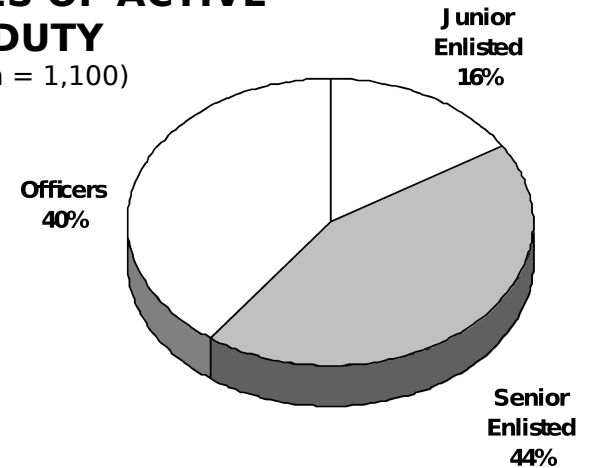
### ACTIVE DUTY

(n = 1,163)



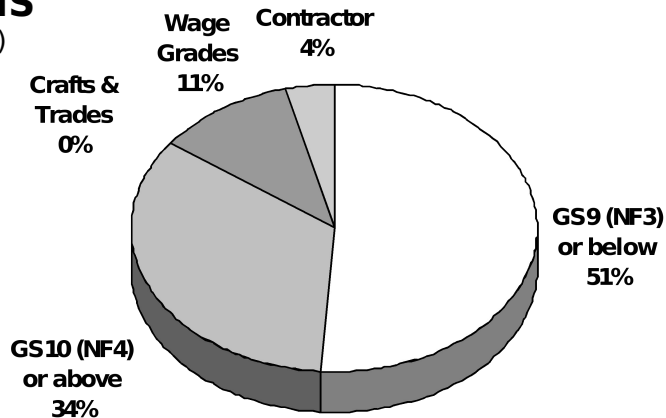
### SPOUSES OF ACTIVE DUTY

(n = 1,100)



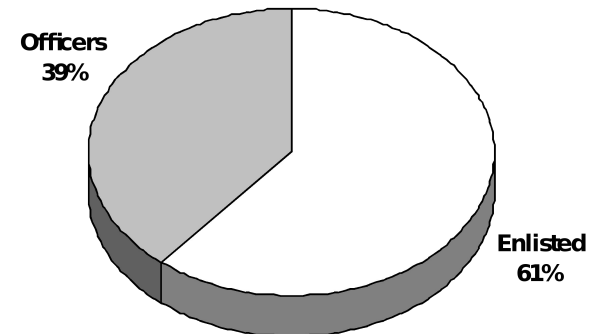
### CIVILIANS

(n = 1,847)



### RETIREES

(n = 1,724)



\*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

# PRODUCTS

## Installation Management Agency - Northwest

### ▮ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA Region and Army level roll-up reports and briefings

### ▮ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Region MWR Chiefs, and U.S. Army Community and Family Support Center



# MWR PROGRAMS & FACILITIES: HIGHEST USAGE RATES AND RATINGS OF SATISFACTION AND QUALITY

Installation Management Agency - Northwest

## MOST FREQUENTLY USED FACILITIES

Fitness Center/Gymnasium

58%

Car Wash

37%

Bowling Center

36%

Library

35%

Bowling Food & Beverage

35%

## FACILITIES WITH HIGHEST SATISFACTION RATINGS\*

ITR - Commercial Travel Agency

4.29

Outdoor Recreation Center

4.28

Fitness Center/Gymnasium

## FACILITIES WITH HIGHEST QUALITY RATINGS\*\*

Child Development Center

4.22

ITR - Commercial Travel Agency

4.20

Library

4.20

Golf Course Pro Shop

\*Satisfaction ratings were based on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied.

\*\*Quality ratings were based on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

# MWR PROGRAMS & FACILITIES: LOWEST USAGE RATES AND RATINGS OF SATISFACTION AND QUALITY

Installation Management Agency - Northwest

## LEAST FREQUENTLY USED FACILITIES

BOSS

4%

School Age Services

7%

Bowling Pro Shop

8%

Marinas

8%

Youth Center

10%

## FACILITIES WITH LOWEST SATISFACTION RATINGS\*

Multipurpose Sports/Tennis Courts

3.80

Athletic Fields

3.94

Car Wash

## FACILITIES WITH LOWEST QUALITY RATINGS\*\*

Multipurpose Sports/Tennis Courts

3.66

Athletic Fields

3.75

Car Wash

3.81

Cabins & Campgrounds

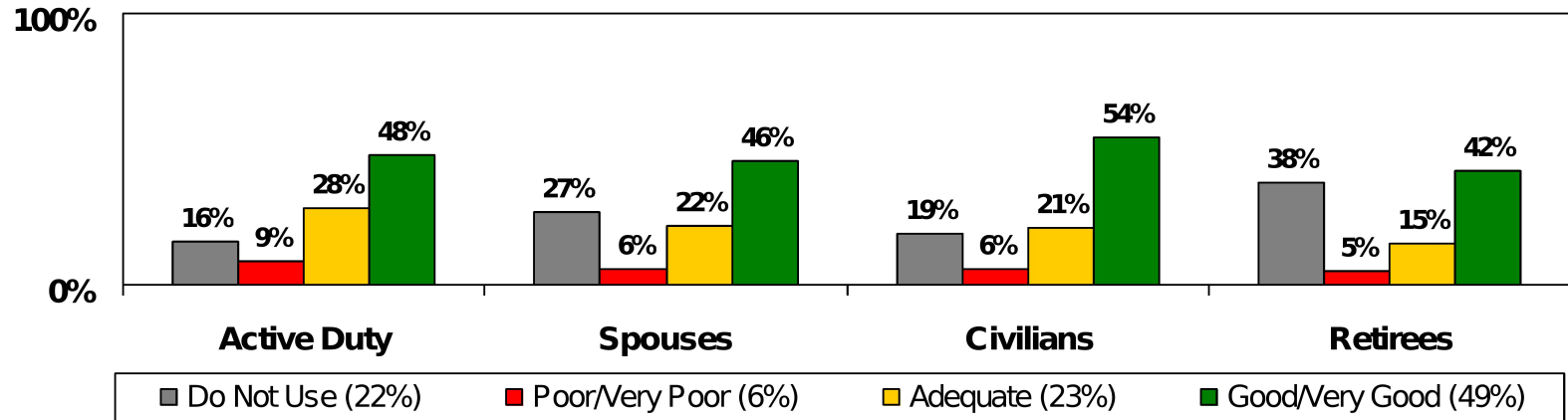
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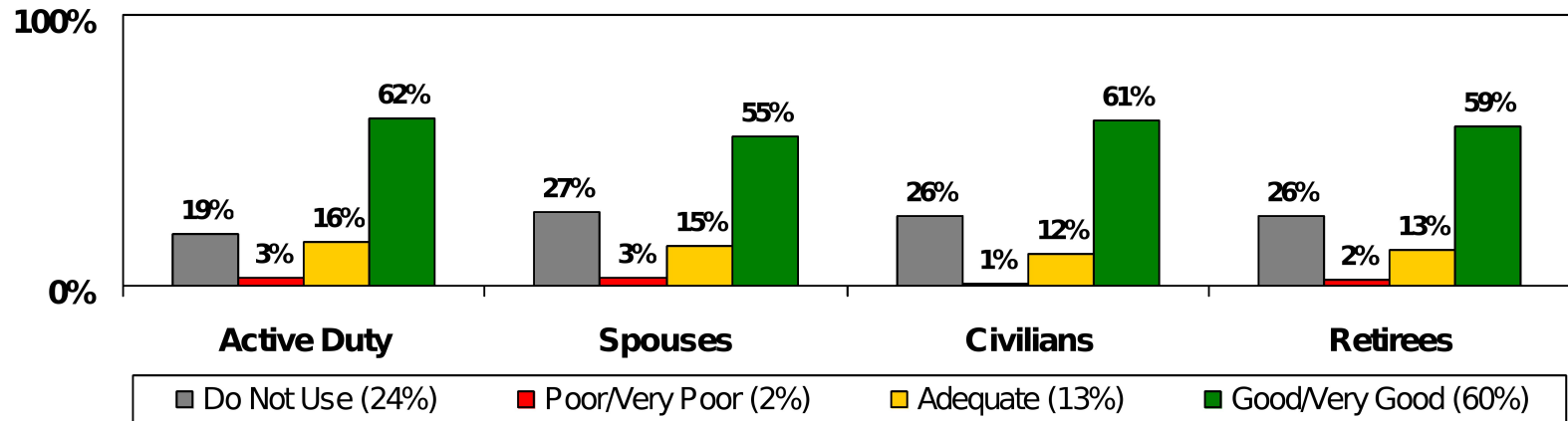
# MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

Installation Management Agency - Northwest

## Quality of On-Post Services\*



## Quality of Off-Post Services\*

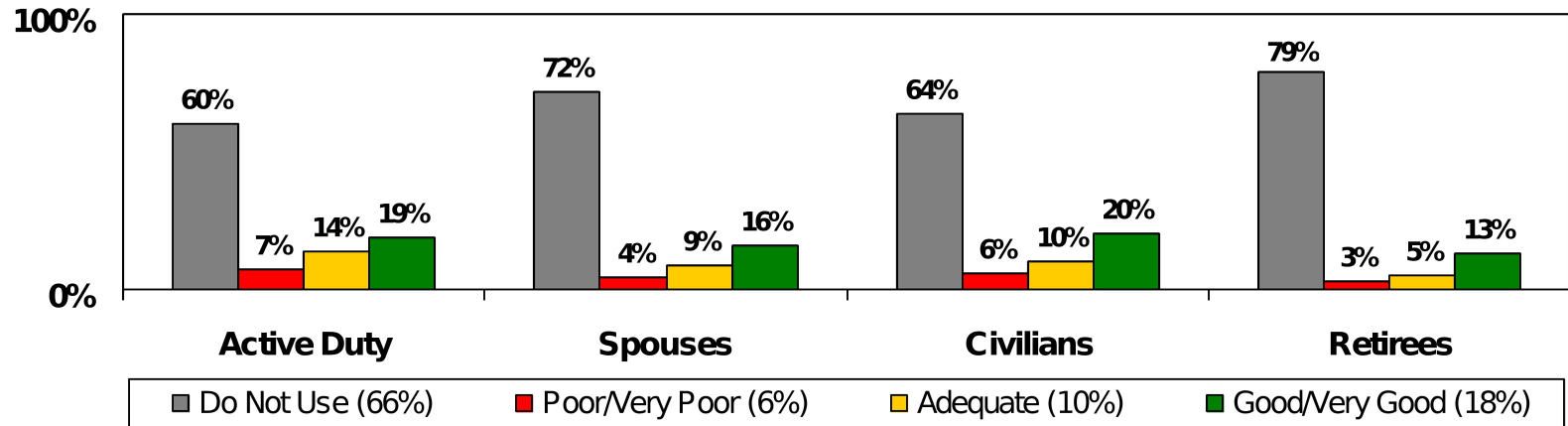


\* Percentages in legend present data for region overall.

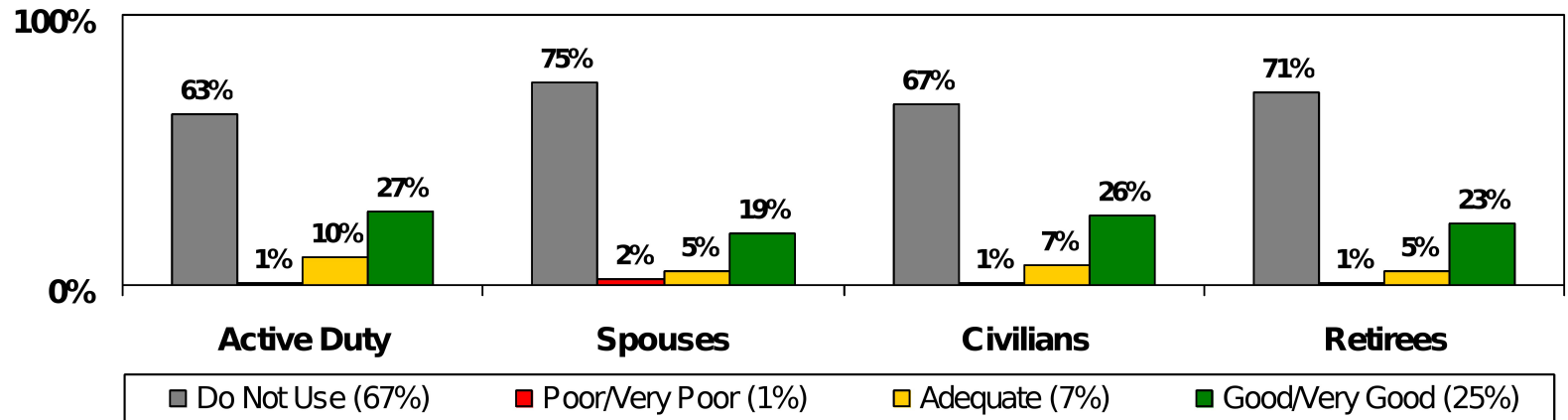
# MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

Installation Management Agency - Northwest

## Quality of On-Post Services\*



## Quality of Off-Post Services\*

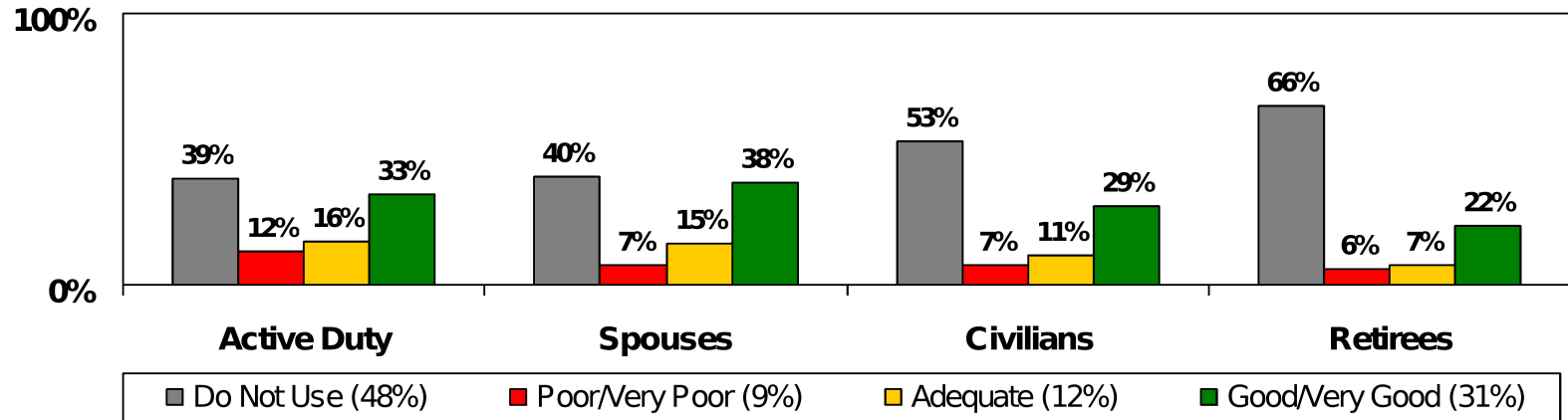


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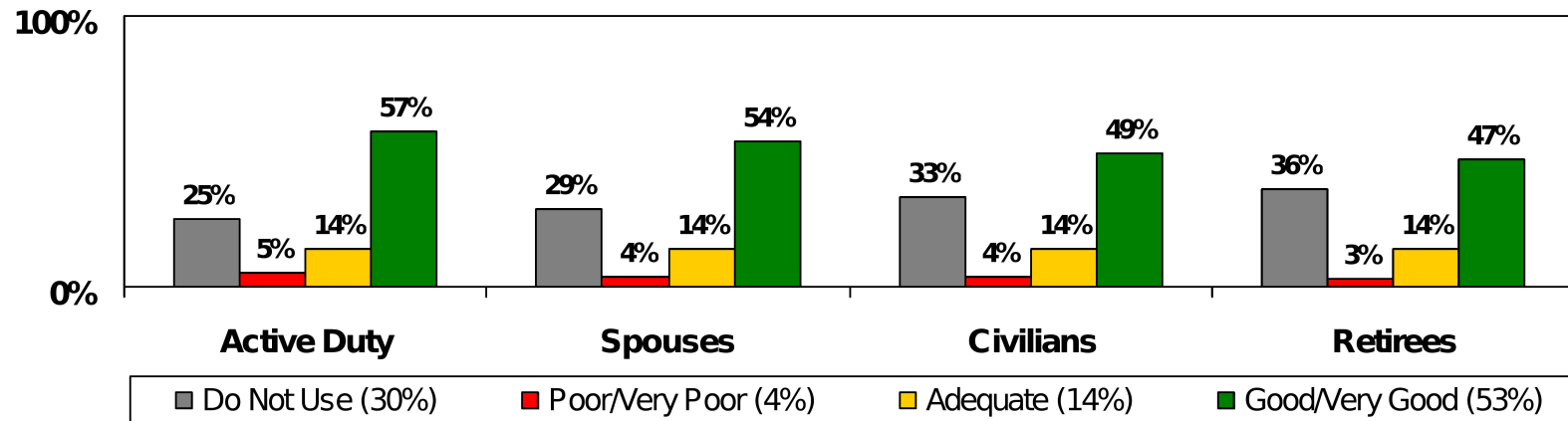
# MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

Installation Management Agency - Northwest

## Quality of On-Post Services\*



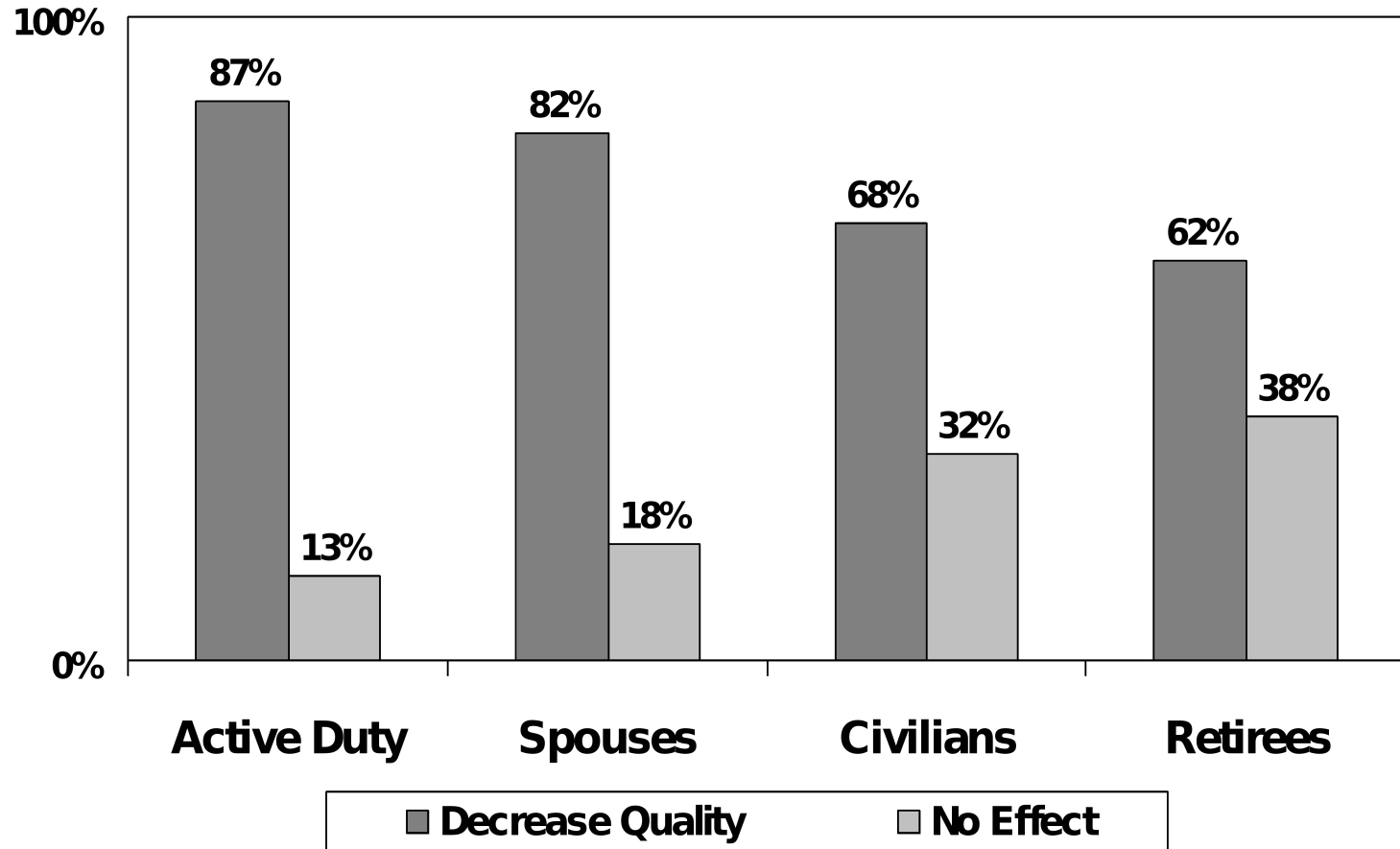
## Quality of Off-Post Services\*



\* Percentages in legend present data for region overall.

# MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

Installation Management Agency - Northwest



# MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

Installation Management Agency - Northwest

Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

## **Top 7 Activities/Programs**

|                          |     |
|--------------------------|-----|
| Fitness Center/Gymnasium | 77% |
| Army Lodging             | 69% |
| Child Development Center | 56% |
| Library                  | 52% |
| Youth Center             | 49% |
| Swimming Pool            | 43% |
| Athletic Fields          | 41% |

|                                    |     |
|------------------------------------|-----|
| Clubs                              | 39% |
| Arts & Crafts Center               | 41% |
| Golf Course Course Food & Beverage | 45% |
| Car Wash                           | 47% |
| Bowling Pro Shop                   | 55% |
| Golf Course Pro Shop               | 55% |
| RV Park                            | 67% |

## **Bottom 7 Activities/Programs**

# MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION\*

## Installation Management Agency - Northwest

| WHERE DO YOU GET INFORMATION?        | ACTIVE DUTY | SPOUSES    | CIVILIANS  | RETIREES   | TOTAL      |
|--------------------------------------|-------------|------------|------------|------------|------------|
| Internet                             | 21%         | 19%        | 27%        | 13%        | 21%        |
| E-mail                               | <b>44%</b>  | 23%        | <b>58%</b> | 17%        | <b>41%</b> |
| Friends and neighbors                | 31%         | <b>42%</b> | 25%        | <b>26%</b> | 30%        |
| Family Readiness Groups (FRGs)       | 11%         | 23%        | 3%         | 2%         | 10%        |
| Bulletin boards on post              | <b>43%</b>  | 31%        | 35%        | 23%        | <b>37%</b> |
| Post newspaper                       | <b>51%</b>  | <b>59%</b> | <b>45%</b> | <b>46%</b> | <b>49%</b> |
| MWR publications                     | 34%         | 31%        | 39%        | 24%        | 34%        |
| Radio                                | 5%          | 4%         | 8%         | 9%         | 6%         |
| Television                           | 6%          | 8%         | 4%         | 5%         | 5%         |
| My child(ren) let(s) me know         | 6%          | 7%         | 2%         | 2%         | 4%         |
| Other unit members or co-workers     | 33%         | 13%        | 28%        | 11%        | 25%        |
| Unit or post commander or supervisor | 17%         | 5%         | 6%         | 2%         | 10%        |
| Marquees/billboards                  | 25%         | 22%        | 23%        | 17%        | 22%        |
| Flyers                               | 39%         | <b>32%</b> | <b>42%</b> | <b>29%</b> | <b>37%</b> |
| Other                                | 6%          | 9%         | 5%         | 12%        | 7%         |
| I never hear anything                | 5%          | 7%         | 4%         | 18%        | 7%         |

\*The top 3 sources of MWR information are shaded for each patron group and the total population.



# MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE\*

Installation Management Agency - Northwest

| MWR PROGRAM/SERVICE                      | ACTIVE DUTY | SPOUSES OF ACTIVE DUTY |
|--|-------------|------------------------|
| Army Child and Youth Services            | 86%         | 85%                    |
| Better Opportunities for Single Soldiers | 46%         | N/A                    |
| Army Community Service                   | 58%         | 56%                    |
| MWR Programs and Services                | 83%         | 85%                    |

\* Positive = moderate, great or very great extent

# ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

Installation Management Agency - Northwest

| ACS PROGRAMS                                      | AWARENESS | BENEFICIAL* | NOT BENEFICIAL <sup>†</sup> |
|---|-----------|-------------|-----------------------------|
| Information and Referral                          | 55%       | 86%         | 14%                         |
| Outreach programs                                 | 47%       | 73%         | 27%                         |
| Family Readiness Groups                           | 70%       | 77%         | 23%                         |
| Relocation Readiness Program                      | 68%       | 89%         | 11%                         |
| Family Advocacy Program                           | 67%       | 75%         | 25%                         |
| Crisis intervention                               | 52%       | 73%         | 27%                         |
| Money management classes,<br>budgeting assistance | 61%       | 77%         | 23%                         |
| Financial counseling, including tax<br>assistance | 66%       | 85%         | 15%                         |
| Consumer information                              | 34%       | 73%         | 27%                         |
| Employment Readiness Program                      | 49%       | 78%         | 22%                         |
| Foster child care                                 | 24%       | 66%         | 34%                         |
| Exceptional Family Member Program                 | 64%       | 77%         | 23%                         |
| Army Family Team Building                         | 59%       | 76%         | 24%                         |
| Army Family Action Plan                           | 45%       | 74%         | 26%                         |

\* Percentage of Active Duty users

# ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - SPOUSES

Installation Management Agency - Northwest

| ACS PROGRAMS                                      | AWARENESS | BENEFICIAL* | NOT BENEFICIAL* |
|---|-----------|-------------|-----------------|
| Information and Referral                          | 56%       | 91%         | 9%              |
| Outreach programs                                 | 50%       | 80%         | 20%             |
| Family Readiness Groups                           | 80%       | 84%         | 16%             |
| Relocation Readiness Program                      | 72%       | 92%         | 8%              |
| Family Advocacy Program                           | 68%       | 82%         | 18%             |
| Crisis intervention                               | 51%       | 78%         | 22%             |
| Money management classes,<br>budgeting assistance | 61%       | 78%         | 22%             |
| Financial counseling, including tax<br>assistance | 67%       | 90%         | 10%             |
| Consumer information                              | 33%       | 84%         | 16%             |
| Employment Readiness Program                      | 59%       | 76%         | 24%             |
| Foster child care                                 | 21%       | 80%         | 20%             |
| Exceptional Family Member Program                 | 67%       | 79%         | 21%             |
| Army Family Team Building                         | 62%       | 87%         | 13%             |
| Army Family Action Plan                           | 45%       | 88%         | 13%             |

\* Percentage of Spouses of Active Duty Member users

# ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

Installation Management Agency - Northwest

| POSITIVE* ACS IMPACTS                            | ACTIVE DUTY | SPOUSES OF ACTIVE DUTY |
|--|-------------|------------------------|
| Satisfaction with my job                         | 48%         | 44%                    |
| Personal job performance/readiness               | 46%         | 45%                    |
| Unit cohesion and teamwork                       | 49%         | 49%                    |
| Unit readiness                                   | 55%         | 56%                    |
| Relationship with my spouse                      | 43%         | 41%                    |
| Relationship with my children                    | 44%         | 42%                    |
| My family's adjustment to Army life              | 47%         | 55%                    |
| Family preparedness for deployments              | 52%         | 61%                    |
| Ability to manage my finances                    | 34%         | 33%                    |
| Feeling that I am part of the military community | 48%         | 52%                    |

\* Positive = moderate, great or very great extent

# CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

Installation Management Agency - Northwest

| POSITIVE* CYS IMPACTS  | ACTIVE DUTY | SPOUSES OF ACTIVE DUTY |
|--|-------------|------------------------|
| Helps minimize lost duty/work time due to lack of child care/youth sponsorship options | 87%         | 78%                    |
| Helps minimize lost duty/work time due to lack of child care/youth services            | 87%         | 80%                    |
| Plays a role in influencing my decision/my spouse's decision to remain in the Army     | 67%         | 54%                    |
| Allows me to work outside my home  | 73%         | 72%                    |
| Allows me to work at home  | 52%         | 59%                    |
| Offers me an employment opportunity within the CYS program                             | 43%         | 50%                    |
| Allows me/my spouse to better concentrate on my/our job(s)                             | 75%         | 67%                    |
| Provides positive growth and development opportunities for my children                 | 81%         | 82%                    |

\* Positive = moderate, great or very great extent

# BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

## POSITIVE IMPACTS ON ACTIVE DUTY

Installation Management Agency - Northwest

| POSITIVE* BOSS IMPACTS                               | ACTIVE DUTY |
|--|-------------|
| Satisfaction with my job                             | 40%         |
| Personal job performance/readiness                   | 42%         |
| Unit cohesion and teamwork                           | 39%         |
| Unit readiness                                       | 39%         |
| Ability to manage my finances                        | 37%         |
| Feeling that I am part of the military community     | 40%         |
| Relationship with my children (single parents)       | 40%         |
| My family's adjustment to Army life (single parents) | 38%         |
| Family preparedness for deployments (single parents) | 40%         |

\* Positive = moderate, great or very great extent

# LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

Installation Management Agency - Northwest

## Team Sports

|                     |     |
|---------------------|-----|
| Basketball          | 13% |
| Softball            | 12% |
| Soccer              | 10% |
| Volleyball          | 9%  |
| Touch/flag football | 8%  |

## Outdoor Recreation

|                                |     |
|--------------------------------|-----|
| Going to beaches/lakes         | 34% |
| Picnicking                     | 30% |
| Fishing                        | 30% |
| Camping/hiking/backpacking     | 28% |
| Bicycle riding/mountain biking | 22% |

## Social

|                             |     |
|-----------------------------|-----|
| Entertaining guests at home | 61% |
| Special family events       | 40% |
| Night clubs/lounges         | 28% |
| Happy hour/social hour      | 27% |
| Dancing                     | 26% |

## Sports and Fitness

|                          |     |
|--------------------------|-----|
| Walking                  | 39% |
| Cardiovascular equipment | 32% |
| Weight/strength training | 28% |
| Running/jogging          | 25% |
| Bowling                  | 23% |

## Entertainment

|                                   |     |
|-----------------------------------|-----|
| Watching TV, videotapes, and DVDs | 62% |
| Going to movie theaters           | 55% |
| Festivals/events                  | 32% |
| Attending sports events           | 32% |
| Plays/shows/concerts              | 31% |

## Special Interests

|                                     |     |
|-------------------------------------|-----|
| Internet access/applications (home) | 56% |
| Gardening                           | 38% |
| Automotive detailing/washing        | 31% |
| Automotive maintenance & repair     | 27% |
| Digital photography                 | 27% |

# LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST\*

Installation Management Agency - Northwest

| ACTIVITIES                                | PARTICIPATED<br>PRIMARILY<br>ON POST | PARTICIPATED<br>PRIMARILY<br>OFF POST | OVERALL<br>PARTICIPATION |
|---|--------------------------------------|---------------------------------------|--------------------------|
| Reading (library)                         | 31%                                  | N/A                                   | 31%                      |
| Internet access (library)                 | 27%                                  | N/A                                   | 27%                      |
| Reference/research services (library)     | 26%                                  | N/A                                   | 26%                      |
| Study/self-development (library)          | 23%                                  | N/A                                   | 23%                      |
| Multi-media (videos, DVDs, CDs) (library) | 22%                                  | N/A                                   | 22%                      |
| Cardiovascular equipment                  | 21%                                  | 11%                                   | 32%                      |
| Weight/strength training                  | 19%                                  | 9%                                    | 28%                      |

\*Top 7 leisure activity preferences ranked by on-post participation.



# LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION\*

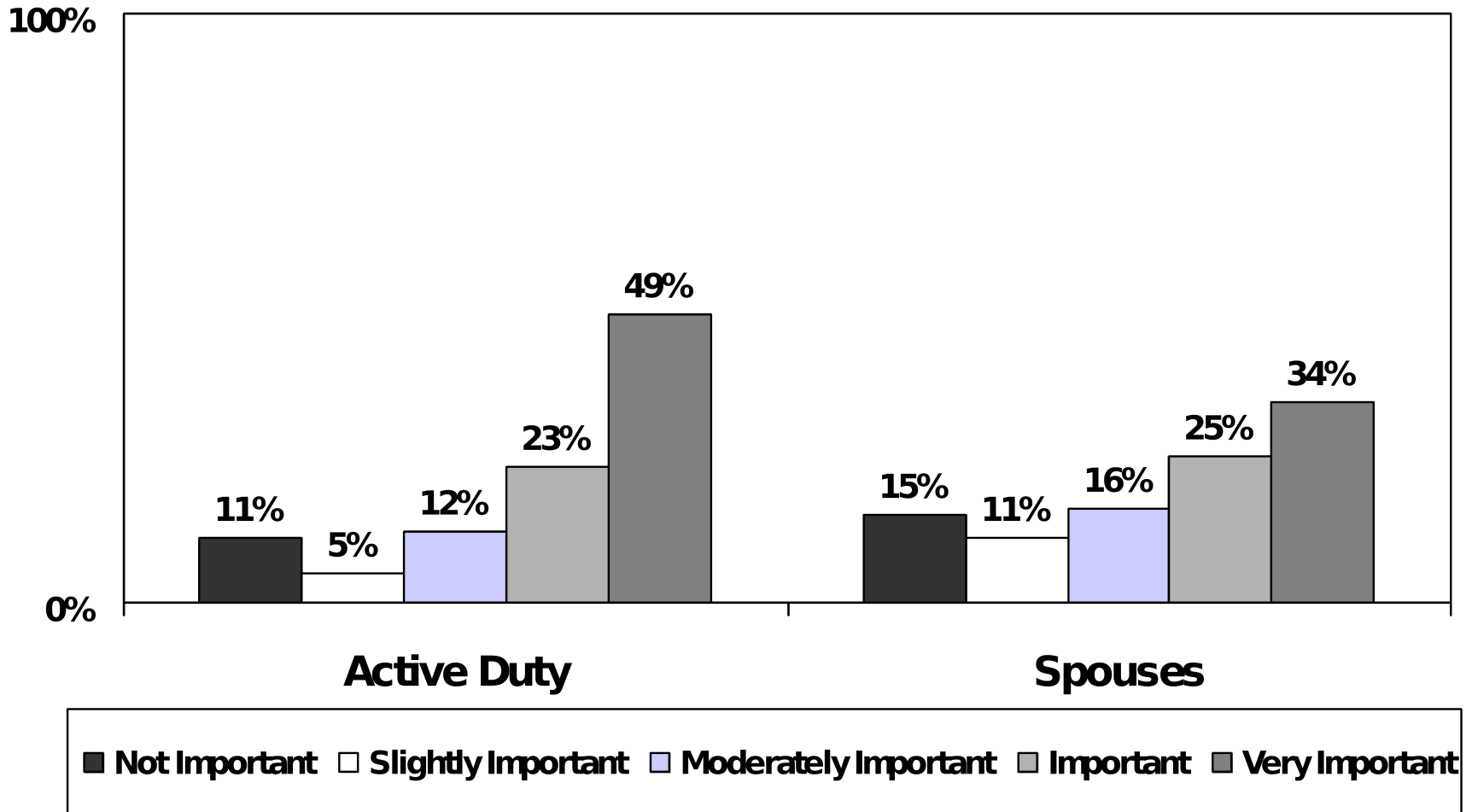
Installation Management Agency - Northwest

| ACTIVITIES                          | PARTICIPATED<br>PRIMARILY<br>ON POST | PARTICIPATED<br>PRIMARILY<br>OFF POST | PARTICIPATED<br>PRIMARILY<br>AT HOME | OVERALL<br>PARTICIPATION |
|-------------------------------------|--------------------------------------|---------------------------------------|--------------------------------------|--------------------------|
| Internet access/applications (home) | 8%                                   | 3%                                    | 45%                                  | 56%                      |
| Gardening                           | 2%                                   | 2%                                    | 34%                                  | 38%                      |
| Automotive detailing/washing        | 8%                                   | 10%                                   | 13%                                  | 31%                      |
| Automotive maintenance & repair     | 7%                                   | 8%                                    | 12%                                  | 27%                      |
| Digital photography                 | 3%                                   | 5%                                    | 19%                                  | 27%                      |
| Computer games                      | 2%                                   | 1%                                    | 22%                                  | 25%                      |
| Trips/touring                       | 1%                                   | 15%                                   | N/A                                  | 16%                      |

\*Top 7 special interest activity preferences ranked by overall participation.

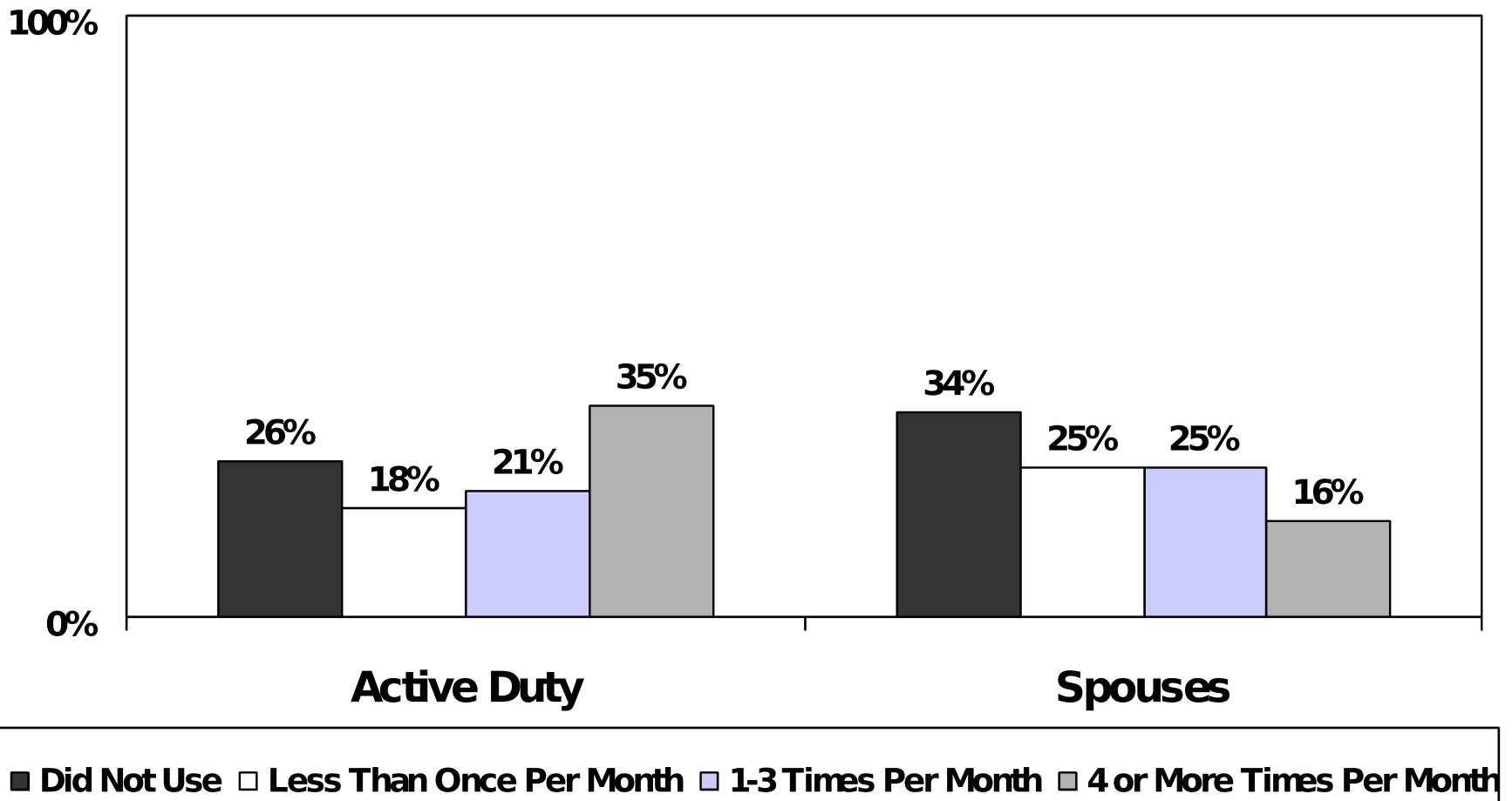
# DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

Installation Management Agency - Northwest



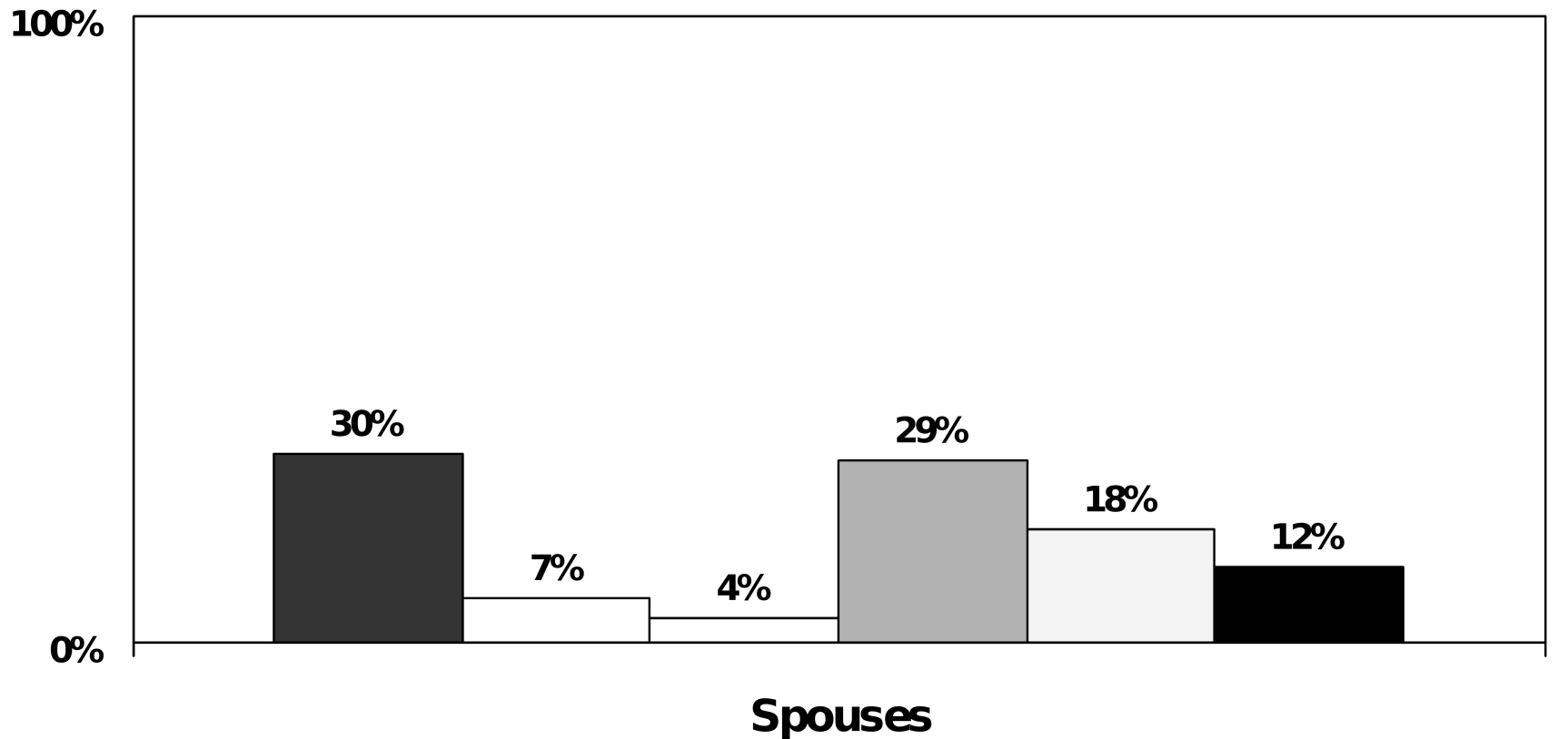
# DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME

Installation Management Agency - Northwest



# DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT COMPARED TO NON-DEPLOYMENT

Installation Management Agency - Northwest



■ Did Not Use □ Much Less □ Somewhat Less ■ About the Same □ Somewhat More ■ Much More

# CAREER INTENTIONS: ACTIVE DUTY AND SPOUSES OF ACTIVE DUTY MEMBERS

Installation Management Agency - Northwest

| Current Plans About Making the Military Your Career | ACTIVE DUTY |
|---|-------------|
| Definitely will make military a career              | 57%         |
| Probably will make military a career                | 18%         |
| Undecided   | 12%         |
| Probably will not make military a career            | 5%          |
| Definitely will not make military a career          | 9%          |

| Do You Want Your Spouse to Make the Military His/Her Career? | SPOUSES OF ACTIVE DUTY |
|--|------------------------|
| Yes  | 74%                    |
| Not Sure   | 18%                    |
| No   | 9%                     |

# NEXT STEPS

## Installation Management Agency - Northwest

### □ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

### □ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)